

WE BRUTALIZE ...

TERMINATOR 2
JUDGMENT DAY

NORTHERN
EXPOSURE

No.
308
January
1992

MAD

Our
Price
\$1.75
Cheap!



HAUNTED BY THE GHOST OF CHRISTMAS PRESENTS?



LIFT YOUR SPIRITS BY GIVING... GIFT SUBSCRIPTIONS TO MAD

...and the recipient will think you're really a big spender when they get the authentic MAD Pin Collection tool!



MAD



USE COUPON OR DUPLICATE

485 MADison Avenue **MAD** New York, New York 10022

- ☐ I enclose \$53.75 for a 40-Issue Subscription. I'll save \$16.25 off newsstand price and get all three MAD Pins shown above absolutely free!
- ☐ I enclose \$33.75 for a 24-Issue Subscription. I'll save \$8.25 off newsstand price and get the official MAD Logo Pin absolutely free!
- ☐ I enclose \$13.75 for an 8-Issue Subscription. I'll save a paltry 25¢ off newsstand price and get to look at someone else's MAD Pins because you won't send me any!
- ☐ CHECK HERE IF RENEWAL

NAME _____

ADDRESS _____

CITY _____

STATE _____ Zip _____

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING: _____

*Outside U.S.A. (including Canada), \$18.75 for 8 issues or \$46.75 for 24 issues or \$74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

485 MADison Avenue **MAD** New York, New York 10022

- ☐ I enclose \$53.75 for a 40-Issue Subscription. I'll save \$16.25 off newsstand price and get all three MAD Pins shown above absolutely free!
- ☐ I enclose \$33.75 for a 24-Issue Subscription. I'll save \$8.25 off newsstand price and get the official MAD Logo Pin absolutely free!
- ☐ I enclose \$13.75 for an 8-Issue Subscription. I'll save a paltry 25¢ off newsstand price and get to look at someone else's MAD Pins because you won't send me any!
- ☐ CHECK HERE IF RENEWAL

NAME _____

ADDRESS _____

CITY _____

STATE _____ Zip _____

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING: _____

*Outside U.S.A. (including Canada), \$18.75 for 8 issues or \$46.75 for 24 issues or \$74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

MAD

"The dollar will never fall as low as what some people will do to get it!"
—Alfred E. Neuman

WILLIAM M. GAINES publisher

NICK MEGLIN, JOHN FICARRA editors

LEONARD BRENNER art director TOM NOZKOWSKI production

CHARLIE KADAU, JOE RAIOLA, associate editors

DICK DE BARTOLO creative consultant

ANNE GAINES assistant to the publisher

ANDREW J. SCHWARTZBERG editorial assistant

BUTCH D'AMBROSIO summer intern

JACK ALBERT lawsuits DOROTHY CROUCH foreign correspondent

LILLIAN ALFONSO, CLAUDETTE NICHOLS subscriptions

CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side of	26
CYBORG'S-EYE VIEW DEPARTMENT	
"Interminable, Too" (A MAD Movie Satire)	4
DISAPPOINT OF PURCHASE DEPARTMENT	
Consumer Fantasy vs. Product Reality	37
INSECT ASIDES DEPARTMENT	
Unsung Heroes of the Bug Wars	8
JOCK OF AGES DEPARTMENT	
Games For People Too Old To Play, But Who Still Want to Compete	40
JOKE AND DAGGER DEPARTMENT	
Spy vs. Spy	17
LETTERS AND TOMATOES DEPARTMENT	
Random Samplings of Reader Mail	2
MAKING A MESSAGE OF THINGS DEPARTMENT	
When Roadsigns Overlap	13
MARGINAL THINKING DEPARTMENT	
"Drawn-Out Dramas" by Sergio Aragones	**
OF MOOSE AND MENSCH DEPARTMENT	
"Snorin' Exposure" (A MAD TV Satire)	43
ONE BIG QUESTION MOCK DEPARTMENT	
MAD's All-Inclusive, Do-It-Yourself, White House Press Conference	24
SERGE-IN GENERAL DEPARTMENT	
A MAD Look at Farm Life	34
SO NEAR, YET SO FARCE DEPARTMENT	
MAD's "Para-Persons"	20
SPLIT PERSONAL-TEASE DEPARTMENT	
MAD's Twin Peaks	32
TALES FROM THE DUCK SIDE DEPARTMENT	
The Maniacal Matterhorn Mishap	12
The Catastrophic Captive's Condemnation	31
The Perplexing Penitentiary Play	42
THE CALL LETTERS OF THE WILD DEPARTMENT	
Radio Stations We Never Get to Hear	22
TRUTH DECAY DEPARTMENT	
More Runners-Up to the Three Biggest Lies in America	18
VOTER RECALL DEPARTMENT	
MAD's Political "Remember When"	10
WHITTLED SHOCKS OF HORRORS DEPARTMENT	
Pinocchio Has A Bad Week	48

**Various Places Around the Magazine

FRONT COVER ARTIST: JACK DAVIS

BACK COVER:

PHOTOGRAPHER: IRVING SCHILD WRITERS: JOE RAIOLA AND CHARLIE KADAU

COMPUTER IMAGING: PETER SUN

MAD (ISSN 0024-9319) is published monthly except February, May, August and November by E.G. Publications, Inc., 485 Madison Avenue, New York, NY 10022. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A.: 12 issues \$13.75 or 24 issues \$33.75 or 40 issues \$53.75. Outside U.S.A. (including Canada): 6 issues \$18.75 or 24 issues \$46.75 or 40 issues \$74.75. (Canadian price has GST tax included.) Entire contents copyright © 1991 by E.G. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 Madison Avenue, New York, NY 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

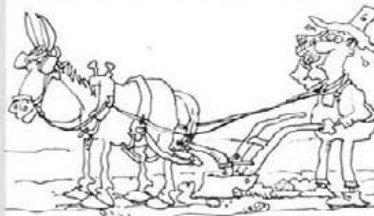
VITAL FEATURES

"INTERMINABLE,
TOO"
(A MAD
MOVIE
SATIRE)
Pg. 4



MAD'S
"PARA-
PERSONS"
Pg. 20

A
MAD
LOOK AT
FARM
LIFE
Pg. 34



GAMES FOR
PEOPLE TOO
OLD TO PLAY,
BUT WHO STILL
WANT TO COMPETE
Pg. 40

"SNORIN'
EXPOSURE"
(A MAD
TV
SATIRE)
Pg. 43



IMPORTANT:

ADDITIONAL INFORMATION ABOUT THE OFFICIAL MAD PIN COLLECTION!

(AND ADDITIONAL SEASONAL GIFT SUBSCRIPTION ORDER FORMS!)

Possessors of the Official MAD Pins are automatically granted permission to wear the Pins in any foreign country!

Each MAD Pin is hand selected from a packing crate and shoved into an envelope before it is shipped to you!

Wearing the MAD Pin, along with a sensible diet and plenty of exercise will result in Weight Loss! Let some other piece of jewelry match that claim!

WARNING!

**Do not be fooled by Solid Gold imitations
which costs thousands of dollars more!!!**

485 MADison Avenue  New York, New York 10022

- ☐ I enclose \$53.75 for a 40-Issue Subscription. I'll save \$16.25 off newsstand price and get all three MAD Pins shown absolutely free!
- ☐ I enclose \$33.75 for a 24-Issue Subscription. I'll save \$8.25 off newsstand price and get the official MAD Logo Pin absolutely free!
- ☐ I enclose \$13.75 for an 8-Issue Subscription. I'll save a paltry 25¢ off newsstand price and get to look at someone else's MAD Pins because you won't send me any!
- ☐ CHECK HERE IF RENEWAL

NAME _____

ADDRESS _____

CITY _____

STATE _____ Zip _____

Our Pledge: MAD will not sell or give your name and address to anyone for any reason!

AND SEND A CHEERY CHRISTMAS
GIFT ANNOUNCEMENT BLAMING: _____

*Outside U.S.A. (including Canada), \$18.75 for 8 issues or \$46.75 for 24 issues or \$74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!



LETTERS AND TOMATOES DEPT.



THE MANGE EVENT

Congratulations on using the much underutilized word "mange" three times in MAD #305. This is certainly a record. I seriously doubt that you will be able to refer to mange more than three times in a future issue.

Matthew Pederson
Starbuck, MN

Sorry, Matty—you have drippy, gooey egg all over your face! Our multiple use of the word "mange" is nowhere near a record! The record is held by author Maria Reidelbach in her book COMPLETELY MAD (plugsola: published by Little, Brown and available at bookstores everywhere in November... A fabulous gift for Christmas, Chanukah or Ramadan!) In that book, the word "mange" appears over 3,000 times, all in reference to MAD Publisher William Gaines! Go far—Ed.



TOLEDO, DETROIT, SANDUSKY: THE GOLDEN TRIANGLE?

I was sitting in a park in Toledo, Ohio reading MAD when suddenly I realized that I was sitting in a park in Toledo, Ohio. I panicked and got in my car, driving north at a great rate of speed. After about an hour, I realized that I was in Detroit! I drove back to Toledo and panicked again! Now I spend my time driving back and forth between Toledo and Detroit. Which should I choose?

Marifrances Conrad
Toledo (?), OH

Marifrances—We respectfully suggest that you forget Detroit and Toledo and head east...to beautiful, scenic Sandusky (Pop. 29,600)! Nestled a scant stone's throw from Detroit and a boulder's throw from Toledo, this shimmering midwestern oasis is a testament to all that is right with America. Boasting such landmarks as the controversial "Boy with the Boots" statue (donated to the town over 100 years ago by an unknown and completely forgotten sculptor), Sandusky is also the home of basketball superstar Scott May!

While passing through Sandusky, we suggest that you stop for a bite at Michael J's (formerly The Breakfast Nook), which is proudly owned by Sandusky's Mayor, the Honorable Mike Krasseri! (Be sure to tell 'em MAD sent ya!) Oh yes, Marifrances—there is one more thing—while you're in Sandusky, GET A LIFE!

P.S.—As we went to press, we received word of the tragic beheading of the "Boy with the Boots." We will investigate further and present an update in our next issue... NOT!—Ed.



485 MADison Avenue  New York, New York 10022

- ☐ I enclose \$53.75 for a 40-Issue Subscription. I'll save \$16.25 off newsstand price and get all three MAD Pins shown absolutely free!
- ☐ I enclose \$33.75 for a 24-Issue Subscription. I'll save \$8.25 off newsstand price and get the official MAD Logo Pin absolutely free!
- ☐ I enclose \$13.75 for an 8-Issue Subscription. I'll save a paltry 25¢ off newsstand price and get to look at someone else's MAD Pins because you won't send me any!
- ☐ CHECK HERE IF RENEWAL

NAME _____

ADDRESS _____

CITY _____

STATE _____ Zip _____

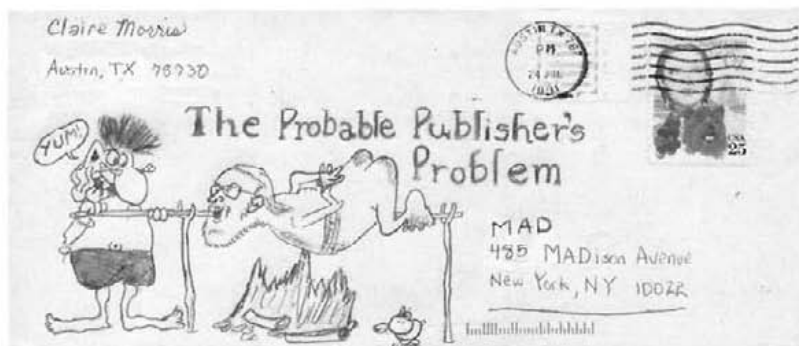
Our Pledge: MAD will not sell or give your name and address to anyone for any reason!

AND SEND A CHEERY CHRISTMAS
GIFT ANNOUNCEMENT BLAMING: _____

*Outside U.S.A. (including Canada), \$18.75 for 8 issues or \$46.75 for 24 issues or \$74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!



ENVELOPE OF THE MONTH



This issue's Envelope of the Month comes to us from Claire Morris of Austin, TX. Based on her Duck-Edwing style drawing, we can see that this is one cannibal who isn't on a low-fat diet! *Fal*

MORON MAIL

You guys would probably publish any letter with some stupid, obvious fact in it, so here's one of them. Did you ever notice that the Commanding General in Operation Desert Storm, Norman Schwarzkopf, has the word "war" in his name?

Scott Fleming
Huntington Beach, CA

Scottsa—Interesting fact. We once made a similar observation about Dick Cavett!—Ed.

INSURANCE POLICY?

NO, SIR...I'M NOT THE ONE ON THE BACK COVER OF "MAD"...WELL, MAYBE WE LOOK A LITTLE BIT ALIKE...WHO CARES?



© 1958 United Feature Syndicate, Inc.

Did famed "Peanuts" creator Charles Schulz send us this original drawing to show his appreciation for our "Mutt Life" spoof on the back cover of MAD #306, or did he send it to prove he had nothing to do with it? You decide!

ENVELOPE OF THE MONTH PART II



Here's a sketch from our first two-time Envelope of the Month artist, Ontario, Canada's Dan Soelberg! This time, Dan sends us a picture of an advanced-in-age Alfred. Oh, by the way, the nurse in the background is cringing because she realizes it's sponge-bath time!!

Please Address All Correspondence To:
MAD, Dept. 308, 485 Madison Avenue
New York, New York 10022

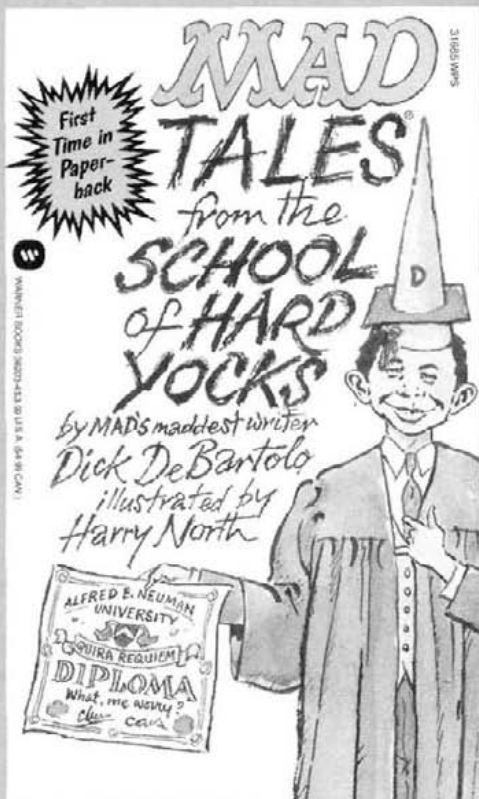
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Andrew on his graduation from college AND his new haircut!

Move over
Huck Finn!

Move over
The Grapes of Wrath!

Move over
The Collected Works of William Shakespeare!

Now that you've moved these books over, you'll have plenty of room on your bookshelf for...



"This book stands head and shoulders above books half its size!"

—some critic

BUY YOUR COPY TODAY!

You thought the first Arnold Schwarzenegger Terminator movie was long? Well the second is ...

I'm a Cybore, a human-like machine that has the strength of a thousand men, the brain of a dozen computers, and the language skills of a four-year-old! My mission is to save a kid's life—because in the future, he'll save the planet from a new form of murderous machine men! Of course, I could just go and blow up the factory where the machine men of the future are being manufactured, but then there'd be no movie!

I'm a Cybore too! But a much more advanced model! I can heal myself if I'm shot, regenerate myself if I'm blown apart, and most amazing of all—I can open shrink-wrapped packages in seconds! I can re-form my body to look exactly like someone else! I made myself into an exact clone of the real cop I just killed! And already I can imitate his actions! See? I've given all those cars "illegal parking" tickets! I'm here to kill that kid, John Common, so the Earth can be destroyed by machines! I have to hurry, though, because it looks like the Earth might be destroyed by humans first, and that will ruin my chance for some fun!

I'm Sadder, John Common's Mother! I insist I've already seen a nuclear blast that takes place in the future, but that's not why they keep me in a mental ward! I'm locked up because I thought "Hudson Hawk" was a great movie and Bruce Willis is a great actor!

I'm John, the twelve-year-old son! My mission in life may be to protect humans from hostile machines in the future, but first I have a much more important assignment! I have to make this robot creep into a lovable, cutesy character by teaching him trite teenage expressions, like "Cowabunga, Dude!"



I'm Mild Diesoon, a scientist working on a top secret computer chip project! Boy, talk about an easy job! The project is so Top Secret I just sit at a desk all day and try to guess what I'm supposed to be working on!

We're the Machine Warriors from the future! Just think of us as evil Robocops on Slimfast diets!

INTERMINABLE TOO MISJUDGMENT DAY

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO



The other Cybore is out to kill me, and you're out to save me? Who sent you?

You did! Thirty five years from now!

Let me get this straight... thirty five years in the future. I send you back in time to save me now? You'd get along great with my wacko mom! Tell you what... I'll introduce you to my mom tonight! And if you two hit it off, you can take her out on a date **LAST Friday!**

WOULD YOU HAPPEN TO HAVE ANY GREY POUPON?

Don't try to stop me from escaping, doctor, or I'll inject you with this syringe full of bug poison!

You're crazy! That's \$22,000 worth of bug spray!

How could a three dollar bottle of bug spray be worth \$22,000?

Easy! I'm talking in terms of hospital prices!

I'm glad you're here to protect me, but you can't just go around killing people!

When did that start? Isn't this L.A.?

Yo, Homebody! Hasta la Choy, Amigos!

Since you're not picking up on the "cute phrases" schtick, let me see if you're any better learning the proper way to steal a car! You don't have to rip out the wiring! You just look for the keys which are always hidden behind the visor! Can you remember that?

Of course I can! I'm a **COMMANDO**, not a **KINDERGARTEN COP**, and what's more, I have **TOTAL RECALL!**

Boy, you're shameless in the way you plug your rotten movies for all they're worth!

We got you out of the mental ward, but the Cybore is on our trunk!

Are those clamps he's using to hold onto our car or doesn't he ever trim his nails?

That Cybore is an evil **PREDATOR** that can turn his hands into tools!

He must be great at parties when there's no corkscrew! He's much better than **Edward Scissorhands!**

We don't have a lot of time like they did in the movie, so let me move things along! Sky Nut, Inc. is designing a fully unmanned computer. If they're not stopped, it will start a war with Russia!

How will it happen?

The computer will let Americans charge anything they want on their **Visa** cards, but the bills will all be sent to the Russians!

But friendly computers screw up credit card bills now! Imagine the chaos hostile computers will cause! It'll be all out war! And those monthly interest charges! We're talking bloodbath!



Dr. Diesoon! You pig! It's men like you who create killer robots and plan for world domination without thought for mankind! Who create sitcoms like *Full House* without thought of what it does to the human brain! You're a total barbarian!!!

You mean as in **CONAN THE BARBARIAN**? I like that!

Is that what I was doing? Planning world destruction?!? I thought I was designing a VCR that's easy to program!

Sky Nut Industries has a multi-million dollar security system! How did you get us in, kid?

With my pocket-size Atari computer!

That puny computer broke the entry code?

No, I told the night watchman, he could have it if he would open the door!



There are cops all over the place! I told you not to leave our car in the "Executives Only" parking area! Things like this are not taken lightly here in Los Angeles!

Two hundred cops against us may seem like a **RAW DEAL** but don't worry it's no pro bono!

You mean No problemo, you techno-boob!



Citizens Killed: 0 Stunt Men Injured: 113 Audience Believability: 0% Box Office Potential: \$150 Million

I'd hate to be the insurance adjuster who has to add up all the damage we just did!

We've totally demolished Sky Nut Industries!

After what you helped us do here, mom, I never want to hear you complain about the mess I make in my room again!



Strange that we ended up in a steel smelting plant, isn't it, especially since we're still in downtown L.A.!

What's even stranger is how we just happened to have an accident with a liquid nitrogen truck, which froze the Cybore!

No, what's really strange is that the Cybore then fell into a vat of molten steel, the one thing in the world that'll kill him!

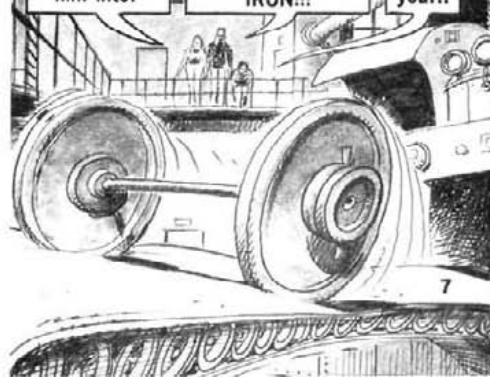
Help, I've fallen! And I can't get up!



The Cybore is coming down the conveyor belt! What did the foundry turn him into?

Perfect, it cast him into a **bar-bell**! Now we can spend the rest of the day **PUMPING IRON!!!**

You don't **EVER** give up, do you?!



The Bold ...The Brave ...The Easily Squished ...

MAD SALUTES

Unsung Heroes of the Bug Wars

ARTIST AND WRITER: PAUL PETER PORGES



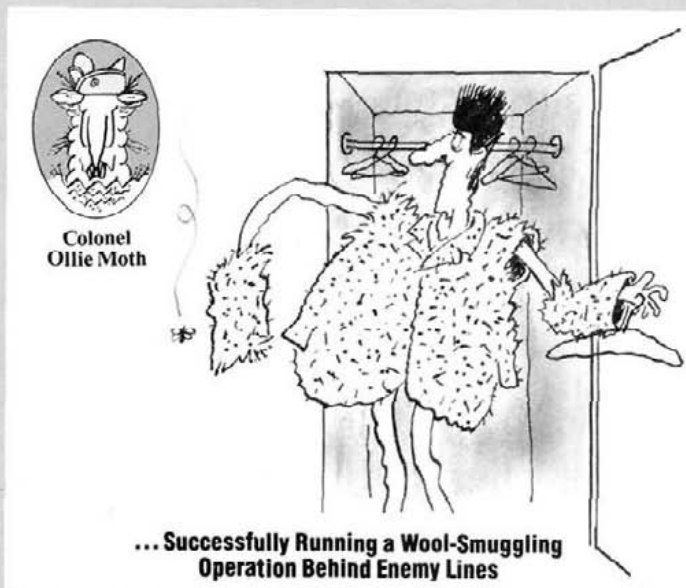
Brigadier General
Ulysses S. Ant



... Commanding a Platoon of Soldier Ant Special
Forces During Operation Dessert Storm



Colonel
Ollie Moth



... Successfully Running a Wool-Smuggling
Operation Behind Enemy Lines



Rear Admiral
Robert E. Bee



... Securing a Strategic Forward Base



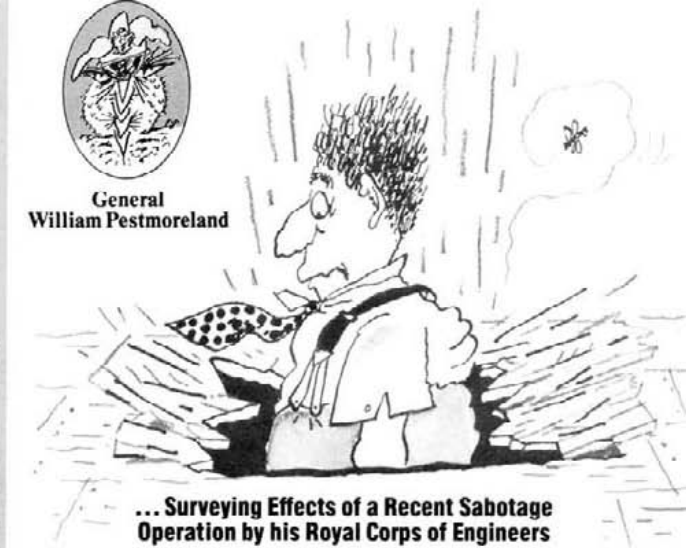
**Air Recon Specialist
Dwight D. Flysenhower**



**... Celebrating an Emergency Evacuation of
a Landing Field with a Victory Roll**



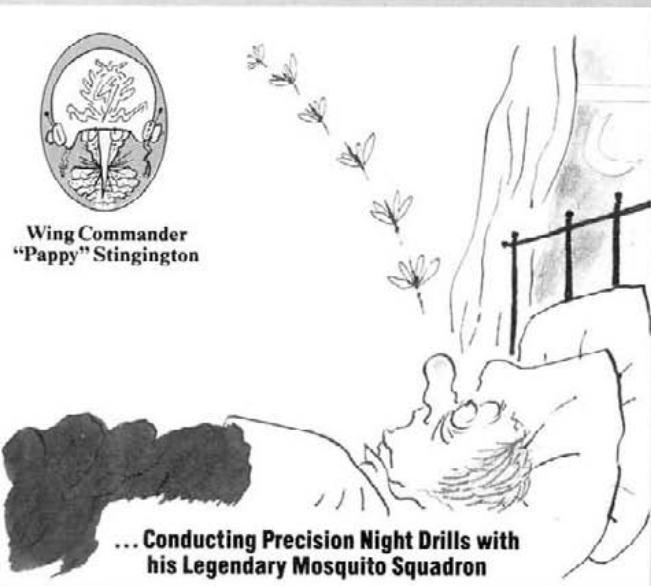
**General
William Pestmoreland**



**... Surveying Effects of a Recent Sabotage
Operation by his Royal Corps of Engineers**



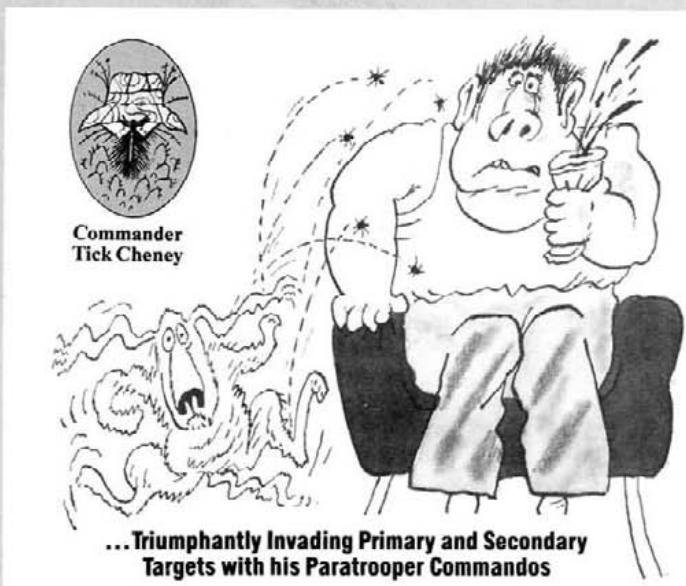
**Wing Commander
"Pappy" Stingington**



**... Conducting Precision Night Drills with
his Legendary Mosquito Squadron**



**Commander
Tick Cheney**



**... Triumphantly Invading Primary and Secondary
Targets with his Paratrooper Commandos**



**Private Mort
"Beetle" Bailey**



... Employing the Latest in Psychological Warfare Techniques

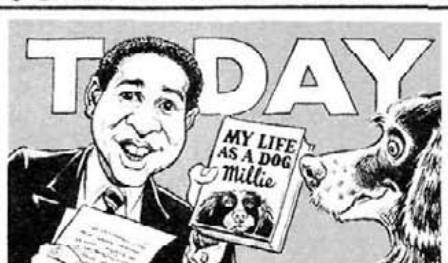


**4-Star General "Stormin'
Norman" Roachkopf**



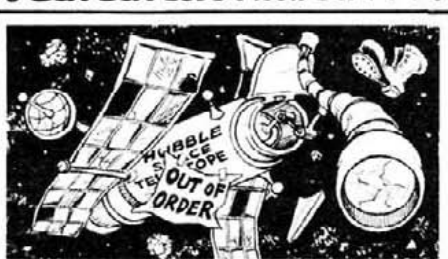
... Leading his Roach Rangers in a Pre-Dawn Pre-Emptive Strike

Remember when...



...the most interesting memoirs from the White House weren't written by a dog?!

Remember when...



...12 years of research and \$1.5 billion for the space program at least got us a rock?!

Remember when...



...opinion polls reflected politicians' actions, not dictated them?!

Remember when...



...the media waited until *after* an election to tell you who won?!

VOTER RECALL DEPT.

Just yesterday we were reminiscing about our government's honorable behavior. Unfortunately, we had to think back to 1790! We're sick of today's pathetic political standards. And to prove just how far they've deteriorated, we present...

MAD'S POLITICAL "Remember When...?"

ARTIST: SAM VIVIANO

WRITER: RUSS COOPER

Remember when...



...political debates weren't just a string of meaningless one-liners?!

Remember when...



...politicians were the source of some of our history's most inspiring quotes?!

Remember when ...

I WANT YOU ALL TO KNOW HOW WELL, **ENRICHED** I FEEL TO BE VISITING YOUR FINE COUNTRY...



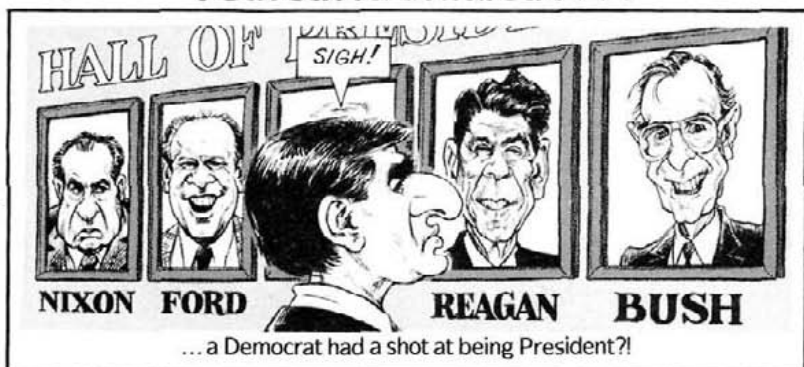
... ex-Presidents used to retire with some shred of dignity?!

Remember when ...



... capital punishment was a tolerated necessity, not a cause to party?!

Remember when ...



... a Democrat had a shot at being President?!

Remember when ...



... a President of an administration rife with corruption, hypocrisy, and lies was actually forced to resign in disgrace?!

Remember when ...



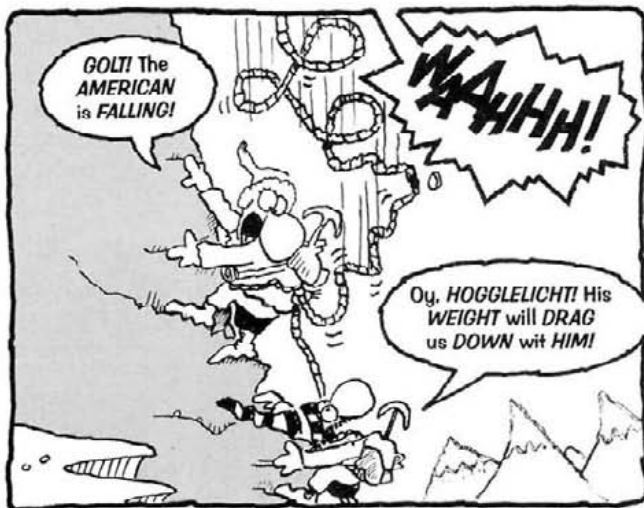
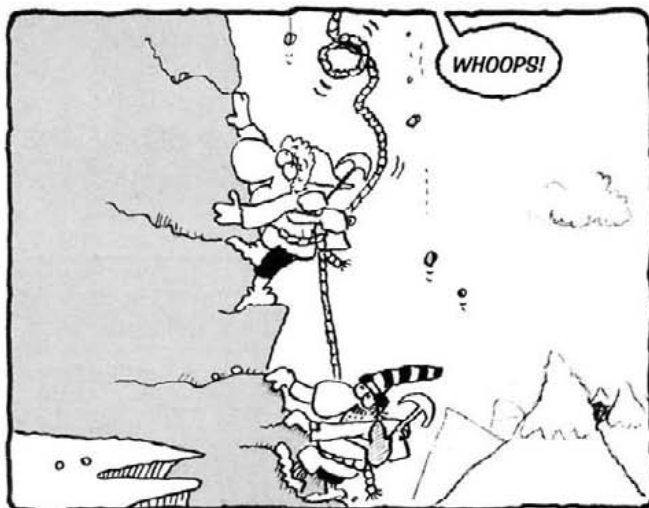
... it wasn't possible to be considered *under-qualified* for the office of the Vice President?!

Remember when ...



... buildings in America were owned by Americans?!

The Maniacal Matterhorn Mishap



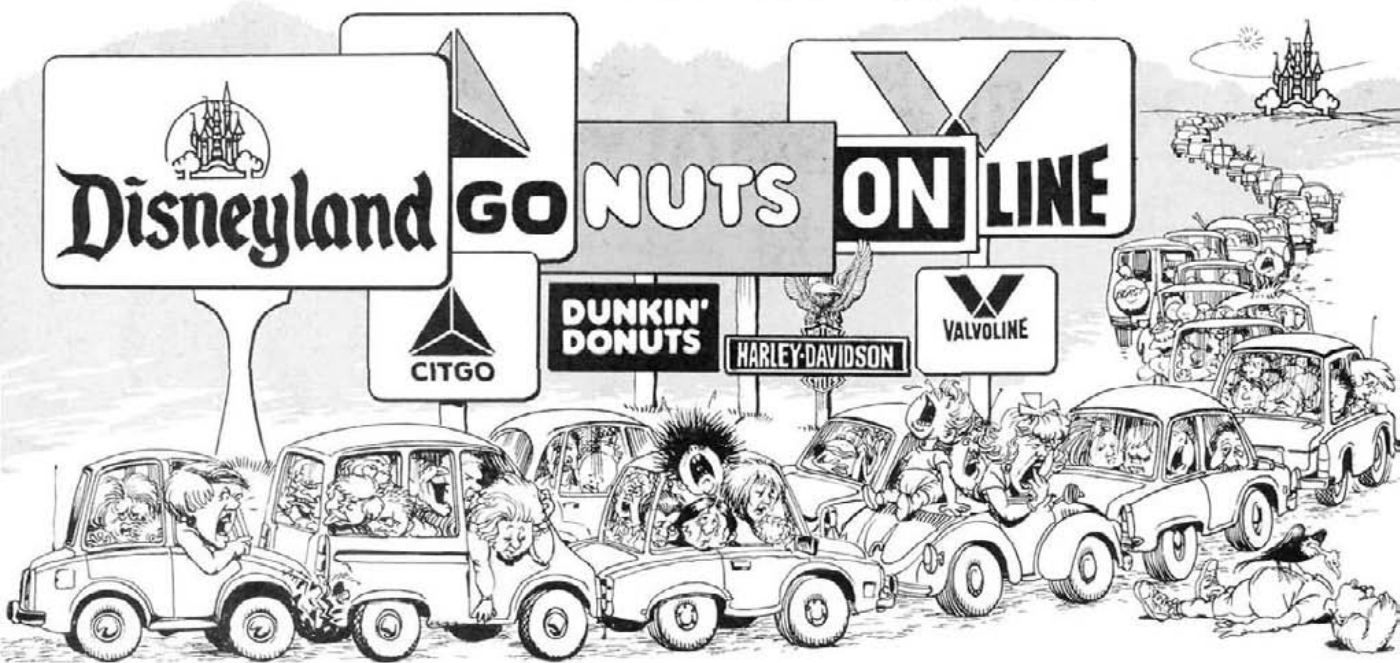
MAKING A MESSAGE OF THINGS DEPT.

For years, motorists have been driving by road signs and reading them one at a time, even though it's far more telling to read them as a group! Yes, their true meanings are easily seen when...



ARTIST: GEORGE WOODBRIDGE

WRITER: HENRY CLARK



Jack LaLanne



European
& Holiday Spas

BOY

OH

BOY

ache all

OVER

Bob's
BIG BOY

TRICOR

Audi

LAWN-BOY
SNAPPER

Prudential Bache

Realtor

RANGE
ROVER



Can

Carve

up

Bank

ROLLS

At

BLOCKBUSTER

Speed

WELCOME TO
Atlantic
City

STRAIGHT
AHEAD

Canon
AUTHORIZED
DEALER

Carvel

United
Parcel
Service

Bank of
America

ROLLS
ROYCE

Atlas Van Lines

VIDEO
RENTALS

Speedy



DRIVER
BY-LAWS
2
MILES

For

SUB

STANDARD

Travel

GO
GREYHOUND

W.F. RIGBY & SONS
AUTHORIZED
SERVICE
CENTER

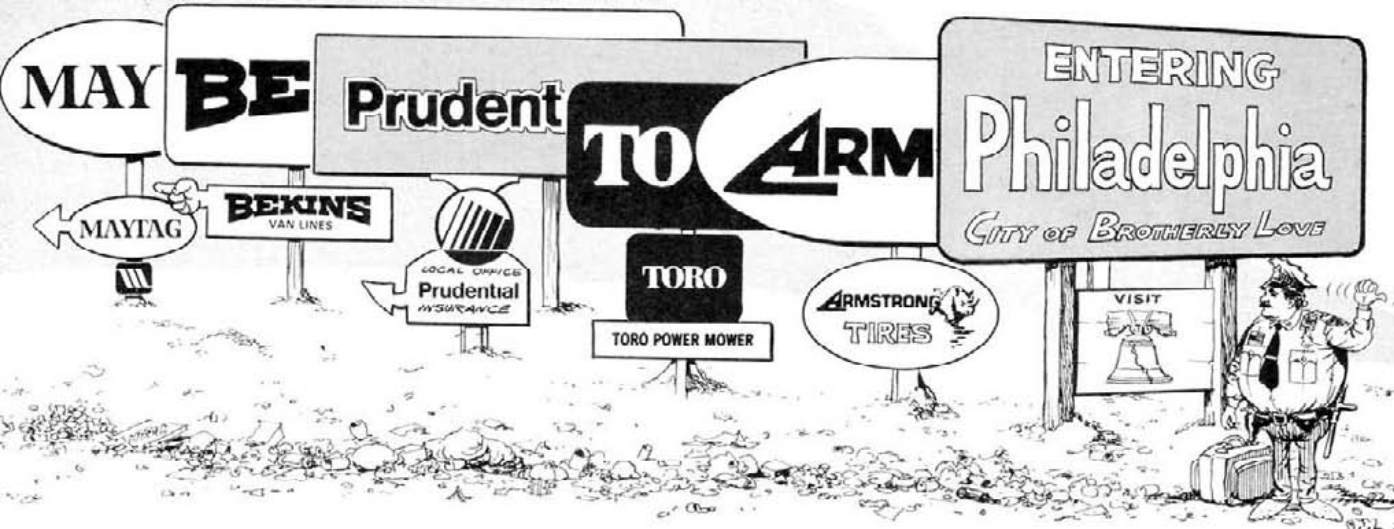
Ray Devoe's
SUBARU

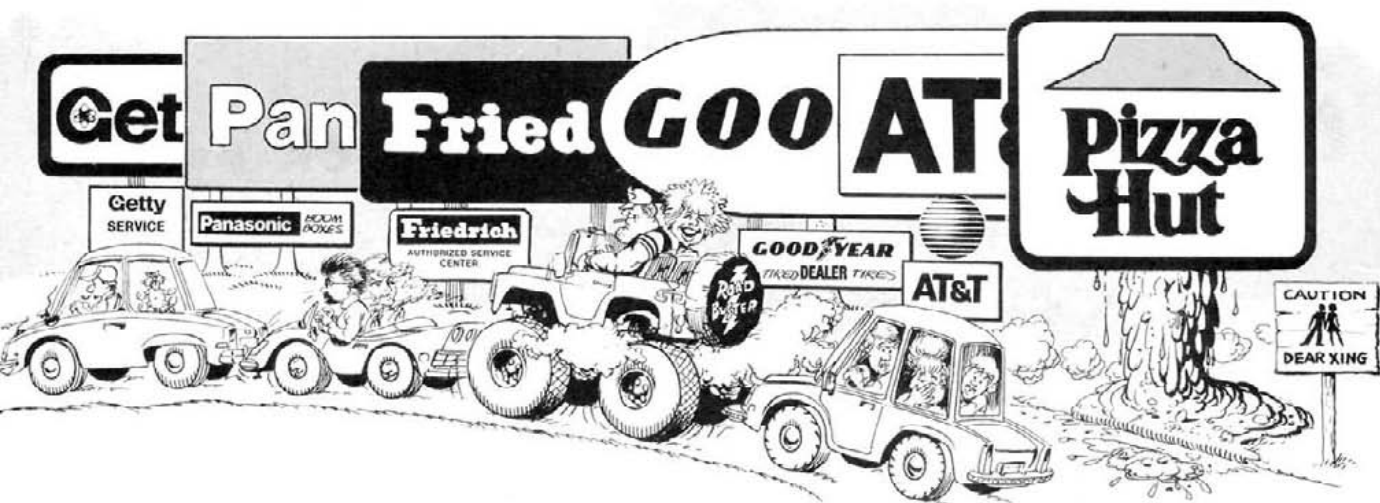
27
MILES

The Travelers

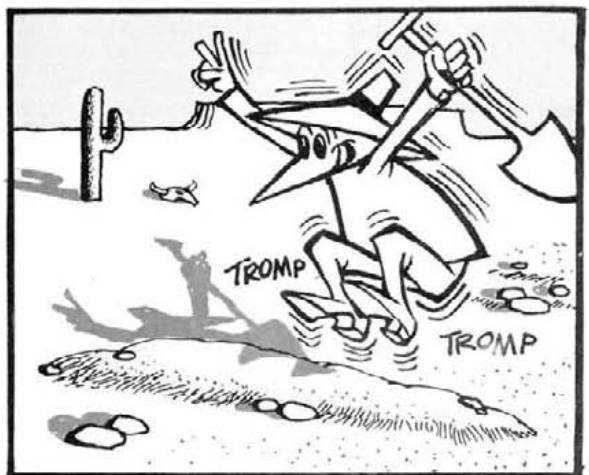
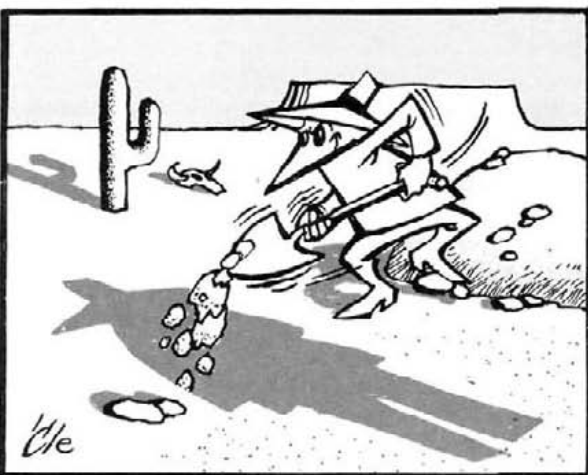
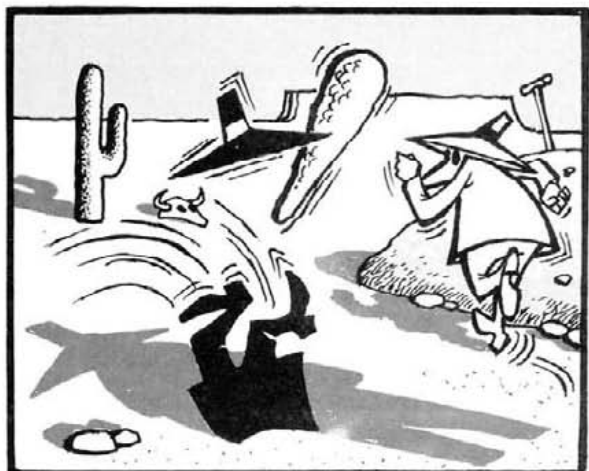
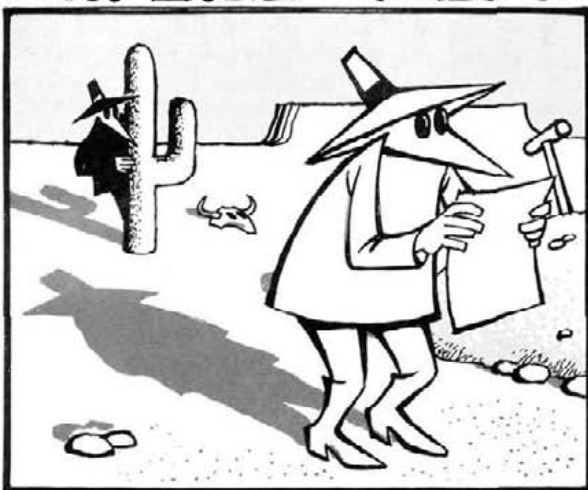
AND LEAVE THE DRIVING TO US







SPY VS SPY



de



Even if you don't know the old, filthy joke on which the following article is based, there is an outstanding chance you will still thoroughly enjoy*** and laugh at...

STILL MORE R

"THE THREE BIGGER"

***The first big lie of this article!

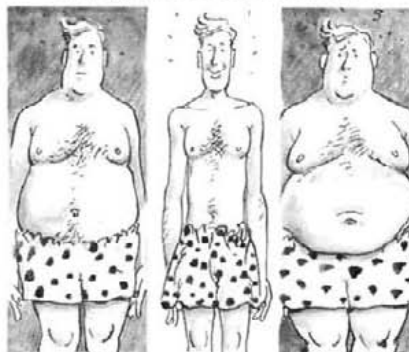
ARTIST: HARRY NORTH

On any rock concert poster...



"Good seats still available!"

On any quick-diet plan label...



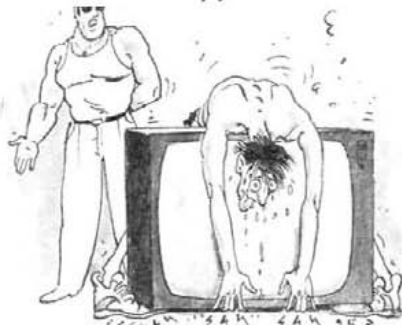
"Take weight off and keep it off!"

At any roadside construction site...



"Men Working"

From any friend...



"I'd give you a hand lifting that, but I've got a bad back!"

From any pre-Iraq War report...



"Hussein's 'Elite' Republican Guard is the finest army ever assembled!"

From any fading starlet...



"Posing nude in Playboy will help my career!"

From any amusement ride worker...



"The line moves quickly!"

In the Pledge of Allegiance...



"With liberty and justice for all."

From any stopped motorist...



"The light changed as I was going through it!"

WINNERS—UP TO THE BEST LIES IN AMERICA"

WRITER: J. PRETE

From any avowed feminist ...



On any vending machine ...



From any Pentagon spokesman ...



From any townhouse salesman ...



From any rush hour bus driver ...



From any rock album watchdog group ...



"And the Homeowners Association takes care of everything!"

"Don't worry, there's another bus right in back of me!"

"It isn't censorship! We only want warning labels!"

From any shoe salesman ...



On any cellular phone ad ...



From any real estate salesman ...



"They'll stop hurting once you break 'em in!"

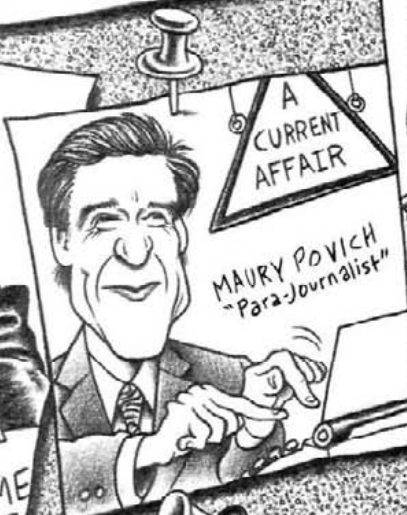
"Crystal clear reception—no static or interference!"

"All it needs is a little bit of paint and a couple of nails!"

SO NEAR, YET SO FARCE DEPT.

A "Para-Medic" is someone who's not quite a doctor. A "Para-Legal" is someone who's not quite a lawyer. A "Para-Military" is a military that's not quite a real military. Handy little prefix, "para." It got us to thinking that there are a lot of people who fit into one "not quite" category or another. We have decided to call these "not quite" people...

MAD'S "PARA-PERSON"



S"



DAN QUAYLE
"Para-Draft Dodger"



ABDUL
"csInstructor"



BOB GUCCIONE
"Para-Perv"

TULKA



VANILLA ICE
"Para-Singer"



MORTON DOWNEY JR.
"Para-Has Been"



JESSE JACKSON
"Para-Politician"



TIPPER GORE
"Para-Censor"

2 LIVE CR
WARNING
ADULTS
ONLY



JESSE HELMS
"Para-Klansman"



DARRYL STRAWBERRY
"Para-Fielder"

Have you ever wondered why our radio dials are labeled so weirdly? Why the FM band starts at 88 and ends at 108, while the AM band starts at 54 and ends at 160? It's so we can't listen to all those stations before and after these numbers, of course! Well, our research

RADIO STATIONS WE

ATT Band

The Latest News, Jokes, Gossip and Cursing as Broadcast by the Guy Nearest You with a Cellular Car Phone

WGOD

Call-In Programs Hosted by 12 Psychotic Radio Personalities Who Think They're the Original Apostles

KZOO

Endless Barrage of Jokes and Tasteless Comments That Only the Untalented Host and His Crew of Screaming, Even More Untalented Lackeys Find Funny

KHIT

Lame Syndicated Music Countdowns featuring Pathetic Song Dedications to Estranged Family Members and Deceased Pets

WTIC

Old-Style Clock Sounds for Nostalgic Digital Watch Wearers

KMOM

Round-the-Clock Nagging, Guilt-Inducing Verbal Attacks and Kitchen Hints

33

41

57

65

71

75

-43

-21

-10

2

13

34

WRIP

Interviews with Dead People

WFOA

Your Horse-Stopping Station

WDOA

The Sounds of Ambulances Stuck in Traffic

WIVY

Talk Radio for Plants

FM

88

92

96

AM

54

60

70

80

1



WKKK

Racist Rock for the 90's

ARTIST: AL JAFFEE

now reveals what the government and others have struggled so long and so hard to keep secret. Let us pause now for a station identification, as we here at MAD proudly present for the first time anywhere, this semi-complete, FCC-approved and sanctioned list of...

NEVER GET TO HEAR



WRITER: DAN BIRTCHER

KKID

Brash 18-Year-Old Neurotic, Obsessed with Mars Bars, Lingerie and Iron Maiden, Broadcasting Sporadically from his Uncle Lenny's Basement

KG00

The Station of Baby Sounds for Career Women Too Busy to Have Their Own

NASA Band 2

Shuttle Launch Countdowns Beginning at T-Minus Two Million Seconds

KHAM

Would-Be Comedians Yaking Through Your Favorite Records

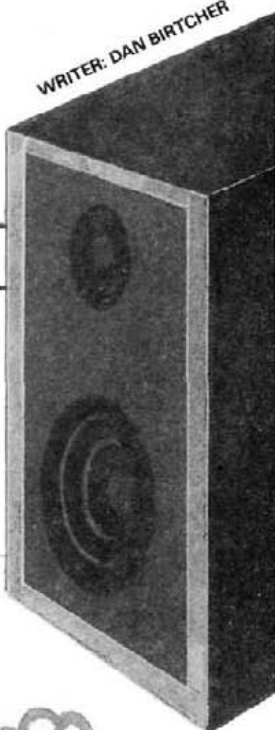
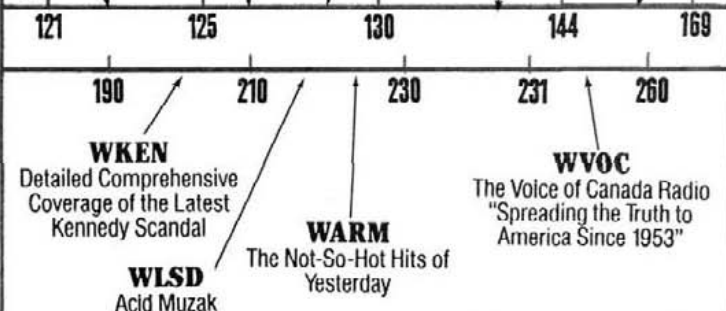
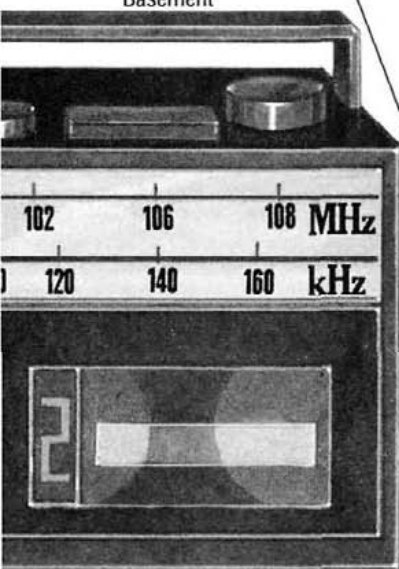
"The Station That Never Needs Changing!"

WBLT

Famous Last Squeals of Slaughtered Pigs

WINE

Annoying Music That Drives You to Drink



①

the '92 election
 another S&L bailout
 the Barcelona Olympics
 Shamir's new rock video
 Albanian statehood
 the deportation of Democrats
 the yak season
 the first brain transplant
 nude tractor-pulling
 the Martian winter
 the end of the world
 "Liberia Is For Lovers" Week

②

running
 sharing intimacies
 going one on one
 endorsing Minoxidil
 doing the forbidden dance
 sampling Boise nightlife
 mining Boston harbor
 discussing Madonna's implants
 trading pork-belly futures
 swapping children
 inhaling helium
 skinny-dipping

③

with Dan Quayle
 with Colin Powell
 after a heavy meal
 during reruns of *Uncle Buck*
 with pygmy royalty
 in deep doodoo
 behind the Lincoln Memorial
 with the Miss Tulsa runner-up
 while Jupiter is in Capricorn
 with Muppet hitmen
 with trained otters
 in velvet dickeys

④

my recent comments
 Nancy Reagan's astrologer
 our breaking the Japanese code
 listening closely to bison
 my inability to perspire
 the latest issue of *Groo*
 my chat with Marley's ghost
 a Nolan Ryan prophecy
 my previous life as a Goth
 Ted Kennedy's Spandex fetish
 reading romance novels in Urdu
 my inability to lob

⑤

the Vice President
 the Supreme Court
 pardoning my son Neil
 a national sperm bank
 arming the homeless
 the new Stealth skateboard
 Delta Burke's weight loss
 a 2 Live Crew postal stamp
 Saddam's sex change
 selling Wyoming to Japan
 Mongol cuisine
 Bob Costas's evil twin

⑥

has my complete support
 serves no useful purpose
 raises hell with my thyroid
 could cost us Lapland
 could keep me off Mt. Rushmore
 violates the First Amendment
 really bugs Helmut Kohl
 is an insult to the working man
 is a small price to pay for peace
 will never fly in Poughkeepsie
 could wipe out illiteracy
 means diddly-squat to the Kurds

⑦

rumors to the contrary
 Dick Cheney's morning breath
 Marilyn Quayle's overbite
 food fights in the Senate
 my failure to find Waldo
 Cleveland's road record
 Elvis haunting my dreams
 Leno acing out Letterman
 price supports for broccoli
 Crest outperforming Aqua-Fresh
 my conversion to Islam
 that new Iran-Contra sitcom

ONE BIG QUESTION MOCK DEPT.

Ever see a dull White House
tired, evasive answers

ALL-IN WHITE

ARTIST: GERRY GERSTEN

Mr. President, with _____
 only months away, how

②



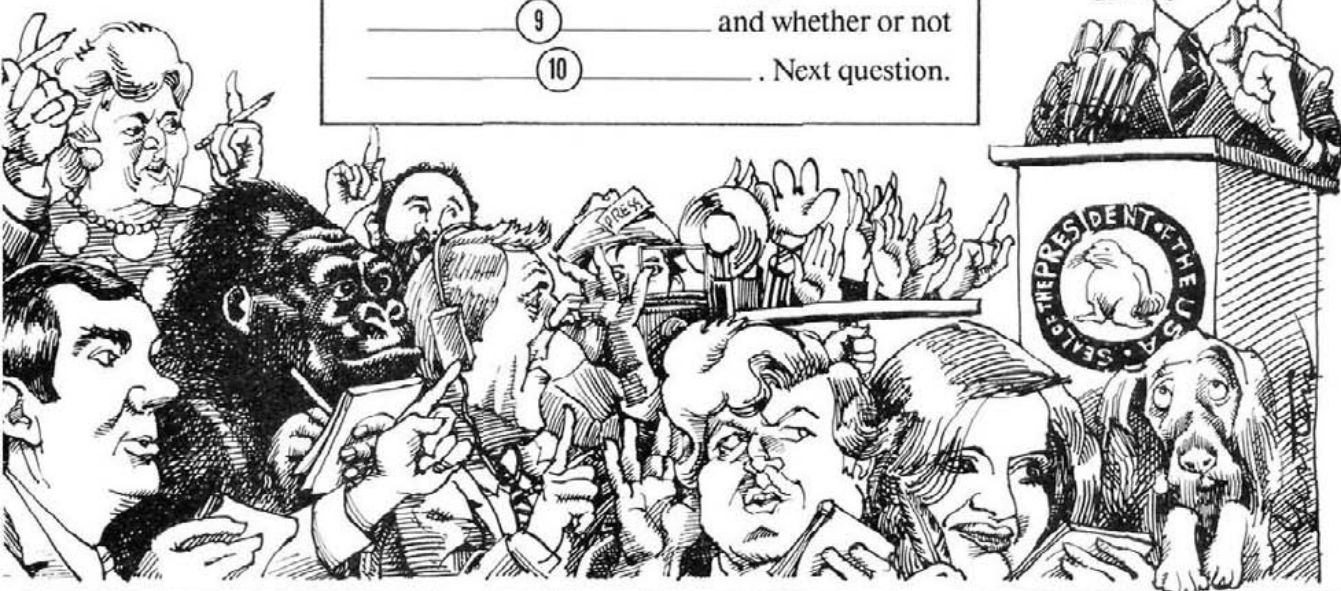
use press conference where the reporters ask boring questions and the President gives
Wouldn't it be lots more fun if you could put words in their mouths?? Try MAD's...

EXCLUSIVE DO-IT-YOURSELF HOUSE PRESS CONFERENCE

WRITER: FRANK JACOBS

① _____
o you feel about
③ _____ ?

As you know from ④ _____ ,
⑤ _____ ⑥ _____
despite ⑦ _____ . My decision
will be based on ⑧ _____
⑨ _____ and whether or not
⑩ _____ . Next question.



⑧
the will of
totally ignoring
my mating dance with
swapping Zip codes with
handing over Guatemala to
groveling at the feet of
sharing my tax refund with
rapping psalms with
doing wheelies with
the effect of a Mayan curse on
introducing Wile E. Coyote to
renting out Camp David to

⑨
the people
17 Texas delegates
our dog Millie
Exxon lobbyists
Ted Turner
pre-school mercenaries
the "in crowd" at Wendy's
a UFO-logist named Zack
Kitty Kelley
precocious owls
the Republican Guard
Sununu's relatives

⑩
I choose to run again
I can dump Quayle gracefully
anyone cares
narrow ties come back
I see my shadow
Massachusetts secedes
we're at war with France
we can bail out Las Vegas
we have to entertain the Yeltsins
Gretzky stays healthy
Cathy marries Irving
I wind up impeached

CAR OPTIONS



BERG'S-EYE VIEW DEPT.

THE LIGHTE

TOURISM



THE ENVIRONMENT



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

STEREOTYPES



ORDERLINESS



FASHION



But I am wearing a tie!



THE WORK FORCE



In my house only my father has a job!

AMBITION



Why would you want to be an umpire?



SCHOOL



HAIR CARE



SECURITY



THE OFFICE



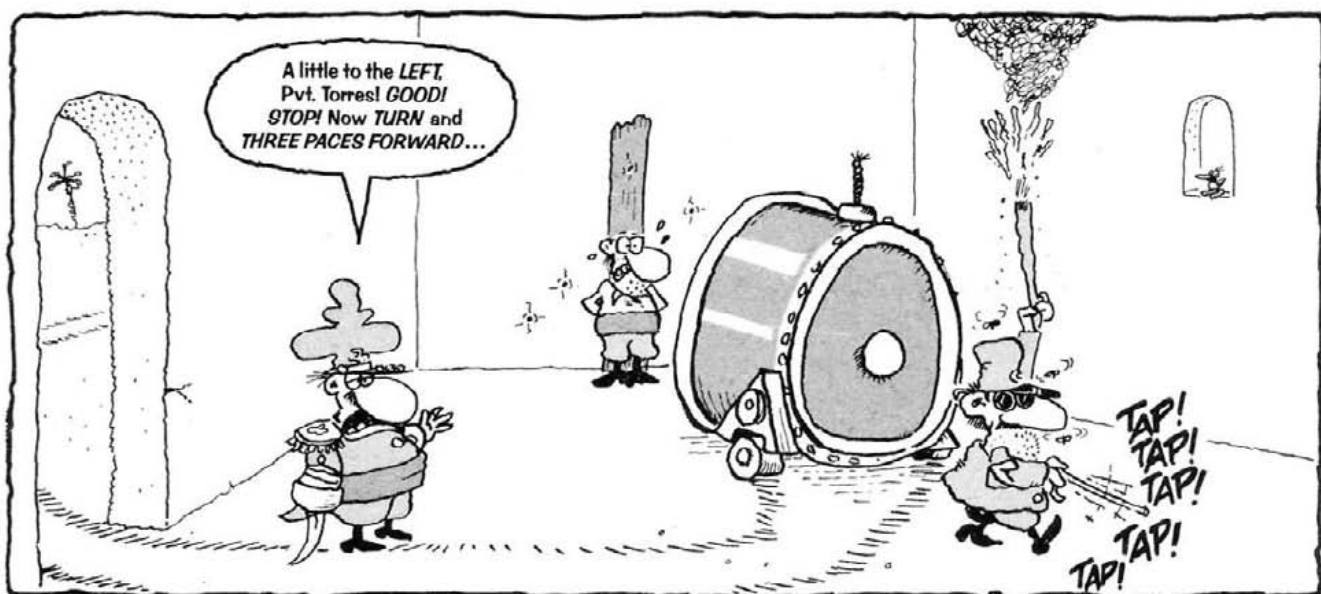
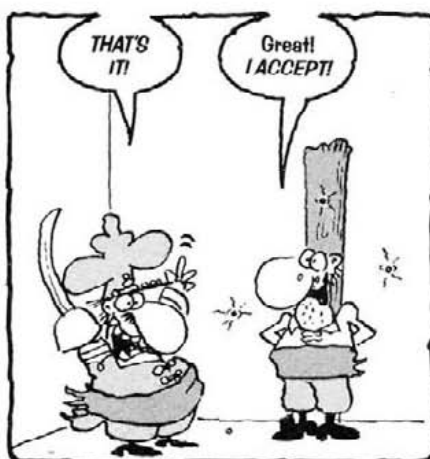
VIEWING



DOCTORS



The Catastrophic Captives Condemnation



Take one well-known celebrity...someone with a high profile who's easily recognizable and familiar to a great many people. Now take a second well-known celebrity...Someone with an equally high profile who's just as recognizable and familiar to a great many people. Now combine the two and what have you got? A few pages in People Magazine! But since we hate that rag, here's...

MAD'S TWIN PEEKS

ARTIST AND WRITER: TOM HACHTMAN



Axl Roseanne



M. C. Hamlish



Babart



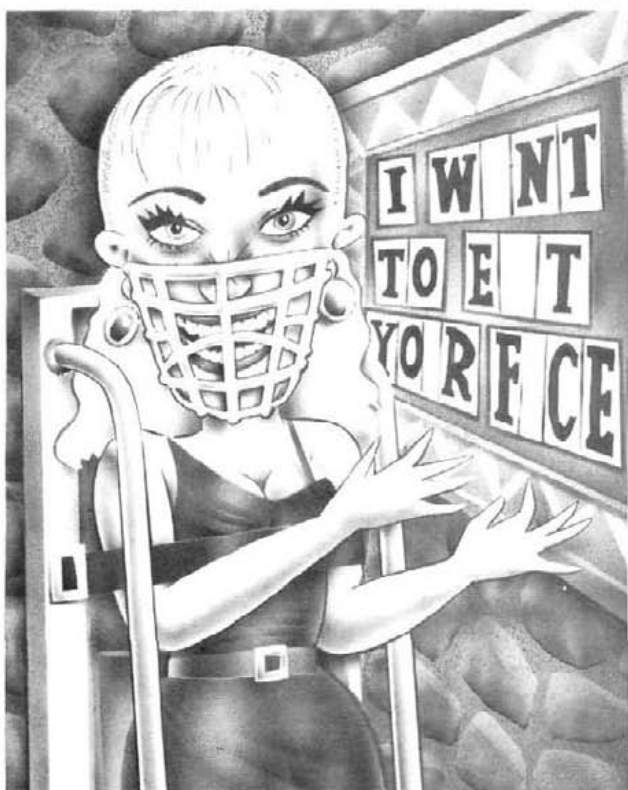
RoboKoppel



Super Mario Cuomo

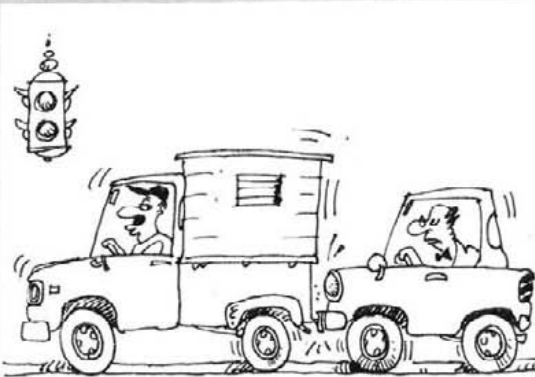


Madonnatello



Vannabal the Cannibal

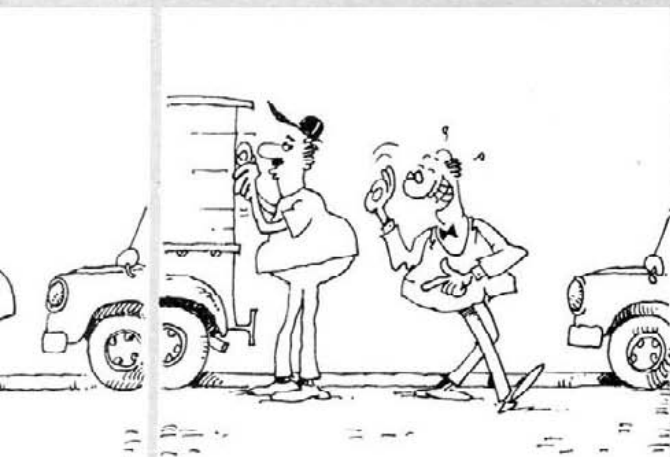
A MAD LOOK AT

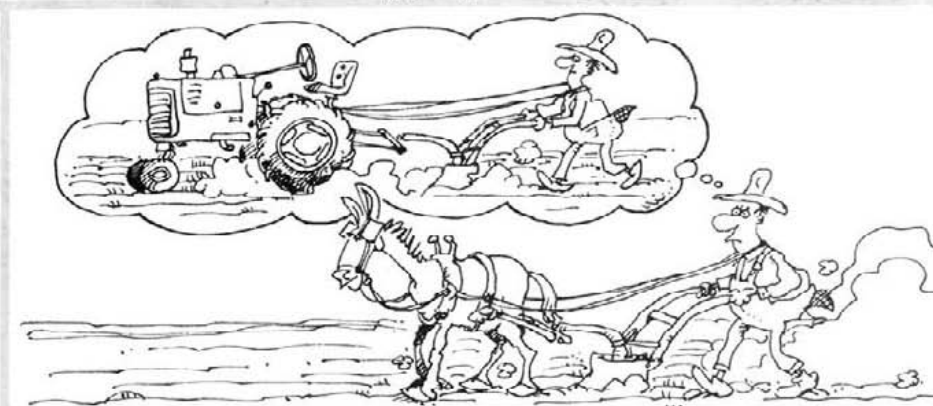
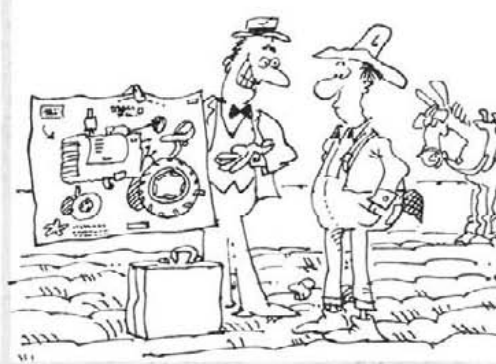
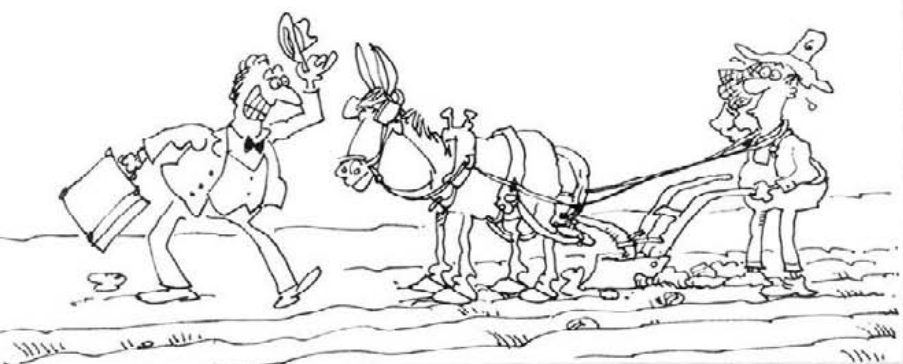


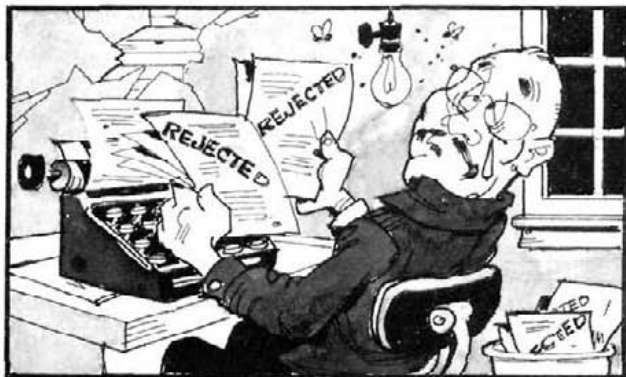
FARM LIFE



ARTIST AND WRITER: SERGIO ARAGONES





The MAD WRITER'S Fantasy**The MAD WRITER'S Reality**

As you can see from the nifty little drama depicted above, things in life often don't "pan out" as one might like. Sometimes things turn out rather poorly. All too frequently, they turn out even worse! The rest of the time ... KABLOOIE! Take this intro—we wanted something short, compact, concise and to the point. What we got was a long, boring, tedious, meandering gabfest! Nonetheless, it did do the job and introduced ...

CONSUMER FANTASY

VS.

PRODUCT REALITY

ARTIST: BOB JONES

WRITER: MIKE SNIDER

The MR. MICROPHONE Fantasy**The MR. MICROPHONE Reality****The AIR JORDAN Fantasy****The AIR JORDAN Reality**

The CHEESE 'N' NUTS GIFT-PAK Fantasy



The CHEESE 'N' NUTS GIFT-PAK Reality



The CAR ALARM Fantasy



The CAR ALARM Reality



The CHEWING TOBACCO Fantasy



The CHEWING TOBACCO Reality



The NAUTILUS MACHINE Fantasy



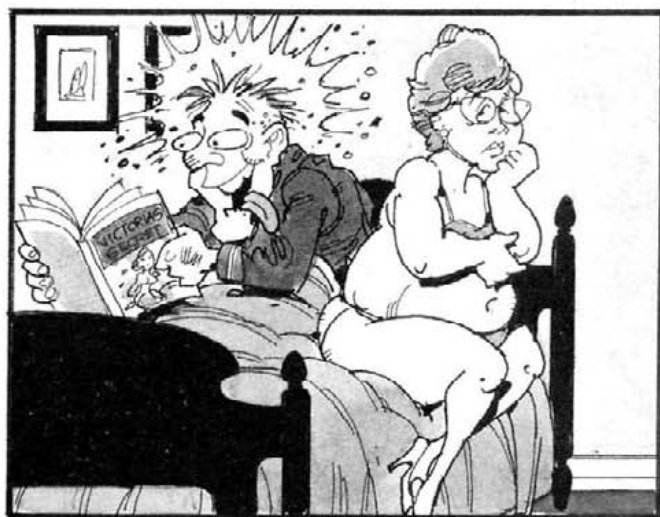
The NAUTILUS MACHINE Reality



The VICTORIA'S SECRET Fantasy



The VICTORIA'S SECRET Reality



The HALLOWEEN COSTUME Fantasy



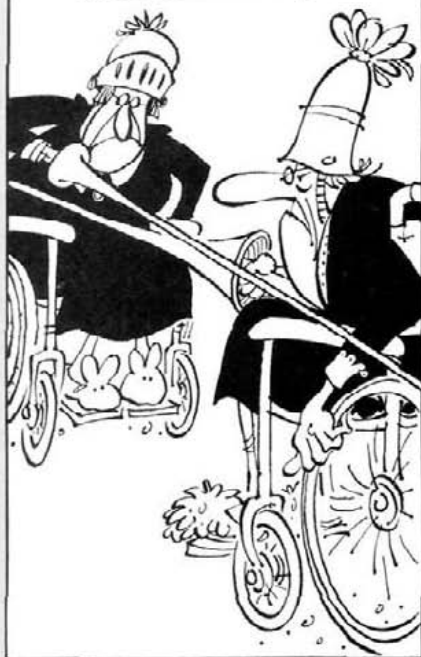
The HALLOWEEN COSTUME Reality



There comes a time in all of our lives when age sets limits on our athletic abilities. But true athletes always remain forever true athletes, even past the time when they start to collect social security. Unfortunately, by then these athletes aren't much competition for their younger counterparts. Their eyesight has dwindled, their hearing is gone and a task as easy as walking has become a chore in itself. Some "Elderly Athletes" get discouraged and call it quits, but others look beyond and find...

GAM BUT V

Wheelchair Jousting



Treadmill Relay Races



Bedpan Bobsledding



ARTIST: PAUL COKER

Cane Fencing



Modified Walker Races

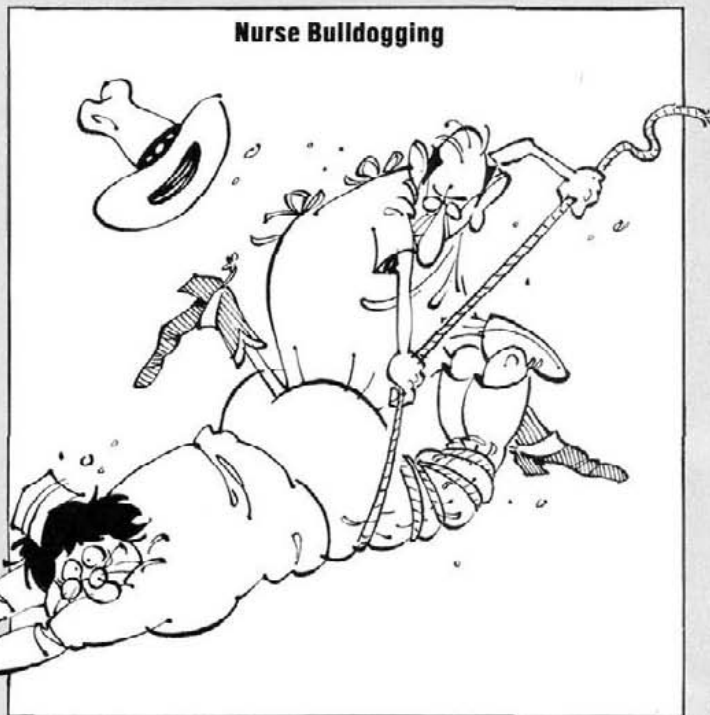


S for PEOPLE TOO OLD to PLAY WHO STILL WANT TO COMPETE

Synchronized Whirlpool Swimming



Nurse Bulldogging



WRITER: WILLIAM T. RASCHENDORFER

Dentures Discus Throw



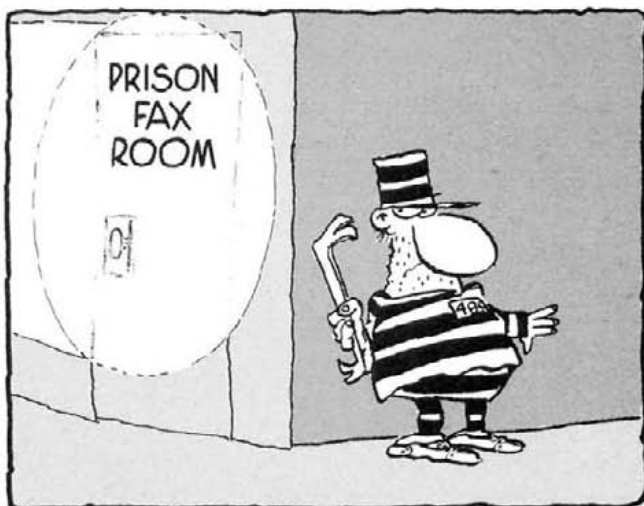
Escalator Hill Climb



Threshold High Jump



The Perplexing Penitentiary Ploy



ARTIST AND WRITER: DUCK EDWING



A gentle, soothing bath, a glass of warm milk, soft music filling the background air...good old American standbys to help you relax, unwind and perhaps doze off. But these traditional methods pale in comparison to the drowsy, logy, semi-comatose feeling we get when watching a popular, laid back series about a Jewish New York doctor living in Alaska. Of course, we mean...

SNORIN' EXPOSURE

ARTIST: ANGELO TORRES

WRITER: STAN HART



Hey, what's that moose doing in the middle of town?

Beats me! He keeps asking if anyone has seen a flying squirrel with an old aviator's cap and goggles!

The good news about this show is that it will sometimes allow itself a quiet moment!

The bad news is that sometimes that quiet moment lasts for the entire show!

I can't understand why Jowl isn't enamored with Alaska! Consider its beauty and natural resources—miles of beaches, vast amounts of oil...

...even if it is in the same place!

Admit it, O'Connorbail, you have a love/hate relationship with me!

Right! I love doctors and I hate schmucks!

The mutual attraction that they hide by being antagonistic towards each other is something you don't see very often!

Not unless you watch how pre-teens act in junior high school!

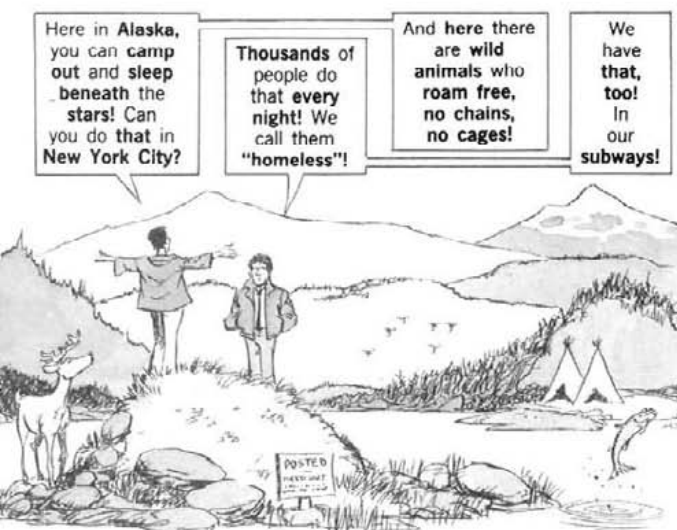
SHE FLIES TOO!

Torres





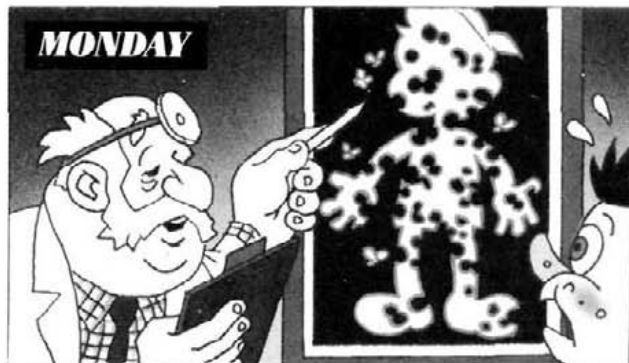




Pinocchio Has a Bad Week!

ARTIST: JOHN POUND

WRITER: DAN BIRTCHER



Tests reveal he's picked up a bad case of termites from a wooden toilet seat.



The real boys at his school play a cruel joke on him.



He discovers that his antiperspirant does nothing to prevent embarrassing sap stains.



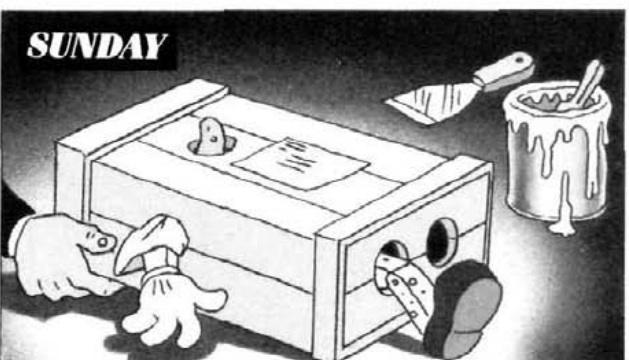
After passing a few hours whittling with Gepetto, he is unable to find his left foot.



Alone in his room, he wonders why so many people believe it's lucky to knock on wood.



He attends Jiminy Cricket's funeral after his friend dies an untimely death on a Shell No-Pest Strip.



Told that Finishing School is no place for a boy like him, he is packed off to refinishing school.

**WHAT GARISHLY
LOUD FASHION
STATEMENTS HAVE
BECOME A MUST FOR
TRENDY PEOPLE?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Fashion trendsetters today must have one important thing. To find out what it is, fold page in as shown at right.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



BEAUTIFUL DUDES STAY EXCELLENTLY COOL BY KEEP-
ING UP WITH ELEGANTLY BIZARRE AND IRREV-
ERANT STYLES. THIS IS WHAT MAKES TRENDSETTERS.

A▶

◀B

WHITETAIL DEER:

4 years old. Forest creature and a member of the Nature's Revenge Association.

"Every year my peaceful woodland home is invaded by thousands of hunters who shoot at me with rifles and guns with absolutely no provocation on my part. Usually I'm just walking around, minding my own business or chewing on some berries when BANG! A bullet goes flying past my head. Now don't get me wrong. I have nothing against sportsmen, but I don't like being the target of some accountant from Scarsdale out for a weekend with his buddies. All of the bears, rabbits, racoons and other forest creatures I've spoken to feel pretty much the same way.

"That's why we formed the NRA—Nature's Revenge Association. We've learned that a hunter will have a new appreciation and respect for an animal that's armed as heavily as he is. We know that guns aren't toys ...

Believe me, we know. So we teach our members gun safety and train them not to shoot unless they've been shot at first ... a lesson most hunters haven't learned yet.

"So this year we're ready. We've been practicing for months. We've got our permits. And we're determined to have a safe hunting season for all involved. If you want to visit our home and take our pictures, fine. But keep your guns in the cities where they belong.

No one wants to be the deer-ly departed."

I'm the NRA.®



The NRA Animal Firearms Program provides law abiding beasts with basic instruction in the safe handling of guns with their paws. If you are an endangered species and want more information, write to Nature's Revenge Association, Yellowstone Ntl. Park, Wyoming, 00118.